

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product BOB CASEY FOR SENATE

Estimate#

Buyer MIKE DETTORE

Phone#

Fax#

Agency () SHORR JOHNSON MAGNUS

1831 CHESTNUT ST #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 1 FOR REVISION.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
---	-----	-----	-----	----	-----	-----	-----	----	-----	-----
*1	10/28-10/28	1P-4P	STEELERS	:30	\$20,000.00	SU	1	1	1	\$20,000.00
Station Remark: V2 PLS REVISE RATE TO \$15,000 PER RICH.										

---REPORT TOTALS---

Report Totals: 1 / \$20,000.00

---SALES MONTHLY TOTALS---

Oct 12: 5 / \$23,200.00 Nov 12: 0 / \$0.00
Sales Totals: 5 / \$23,200.00
Station Totals: 5 / \$23,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$232,000	CABL	0%	KDKA	0%	UNKN	90%	WPCW	0%	WPGH	10%
		WPMY	0%	WPXI	0%	WTAE	0%				

---COMPETITIVE COMMENTS---

WILL UPDATE

Rep Order# 9850257 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 1398052

Printed: 10/23/2012 12:28 PM
Last Received: 10/22/2012 2:10 PM
Showing Buylines: Last Sta Revised Lines

2 of 2

Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL
Product BOB CASEY FOR SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

Books null
Demos RA35+